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10/549,509	10/21/2005	Kumar Venkateswara Vedantam	102790-197 (30086 US)	1348
27389	7590	08/03/2009		EXAMINER
NORRIS, MCLAUGHLIN & MARCUS			ASDIOIDI, MOHAMMAD REZA	
875 THIRD AVE				
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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Response to Arguments

Applicant's arguments filed 06/19/09 have been fully considered but they are not persuasive. Because:

A- In response to applicant's argument that: "Forgaci does not teach or suggest a perfumed laundry detergent composition wherein the perfume is added to a silicate and alkali metal salts carrier":

i)- it should be noted that the teachings of Forgaci are clearly to the contrary. In part (i) of page 6 (line 22) Forgaci teaches the addition of an aqueous perfume to an inorganic granular carrier material, and later he continues on to explain a detailed constituents of these inorganic materials such as sodium silicates (page 7: line 18, page 8: line 1-2) and sodium chloride (page 7: line 3) along with other water soluble inorganic sodium salts (same pages).

ii)- It should be noted that examiners reading of Forgaci is obviously different than applicant. It should be noted that the term addition of a perfume to silicate material and alkali, or alkaline earth metal salt could indeed be achieved by any conceivable means such as layering or mixing them, and this is construed as a directly a close reading of claim 1. Forgaci example 7 of Bares are clear on this issue.

B- Also it should be mentioned that even in case of slight variations in sequence adding perfume to absorbent material such as silicate and any others the MPEP clearly states that: Selection of any order of performing process steps is prima facie obvious in the absence of new or unexpected results. See also *In re Burhans*, 154 F.2d 690, 69 USPQ 330 (CCPA 1946); *In re Gibson*, 39 F.2d 975, 5USPQ 230 (CCPA 1930)

(Selection of any order of mixing ingredients is *prima facie* obvious.) [MPEP 2144.04 IV C].

C- In response to applicant's argument that: "Forgaci does not teach or suggest a free flowing (powdered) perfumed laundry detergent composition": it is noted that evidence is to the contrary; [7: 25-30].

Note: Claim 21 is cancelled.

Correspondence

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Dr. M. Reza Asdjodi whose telephone number is (571)270-3295. The examiner can normally be reached on Monday-Friday 8:00-5:00 EST.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Dr. Mark Eashoo can be reached on 571-272-1197. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Mark Eashoo/
Supervisory Patent Examiner, Art Unit 1796

/M. Reza Asdjodi /
Examiner, Art Unit 1796
07/26/09